

## Making informed decisions

Instead of leaving consumers to flip a coin when deciding which businesses to hire to perform a service function, give them all the relevant information they need to make an informed decision. Whether filling out your Kudzu profile or including an article in Kudzu's Advice section, the tips you offer could steer consumers in your direction...



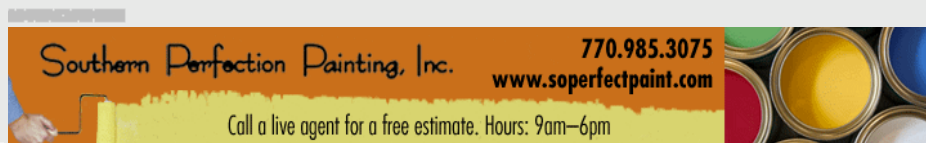
### Casteel Heating and Cooling sees sales heat up with eco-conscious consumers

*"Kudzu users are extremely informed and ready to make decisions based on numerous criteria rather than just price."*

Casteel Heating and Cooling has seen its role in its customers' lives change in recent years as consumers strive for increased home energy efficiency and other cost-saving and environmental home improvements. According to Vice President John Hillis, more and more customers are asking Casteel to evaluate their entire house for opportunities to improve energy use.

"We already had a reputation for installation and service of high-quality equipment, but now we have evolved to fill even more of a consultative role as consumers wrestle with rising home heating and cooling costs," Hillis explained. "In response to customer requests, we have spent the last three years in classes and training sessions to be able to offer consumers whole-house energy audits that cover not just heating and air but also hot water tanks, windows, air leakages, and more."

[Read more...](#)

An advertisement for Southern Perfection Painting, Inc. featuring a hand painting a wall, paint cans, and contact information.

**Southern Perfection Painting, Inc.** 770.985.3075  
[www.soperfectpaint.com](http://www.soperfectpaint.com)  
Call a live agent for a free estimate. Hours: 9am-6pm

## Good Advice

*There's nothing easy about a to-do list*

### Business Success Center

- [Success Center Home](#)
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Many of the items on those ever-growing lists require research just to know what questions to ask in order to make an informed decision. How to choose an adult daycare. How to inspect a home inspector. What to ask a contractor, an auto mechanic, a real estate agent. It never ends.

At Kudzu, we make it easier for consumers by giving them a whole section of articles that answer these industry-specific questions, and more, for them. This helps them be a bit better informed when they search for service businesses to meet their needs, which means they will be a higher quality lead by the time they contact you.

We have a team of writers adding more useful consumer information like this to the Kudzu site every week, all conveniently contained under the Kudzu Advice tab. Take advantage of this robust, highly valuable feature, and be there when consumers look for answers. We offer category-exclusive sponsorships which put you in front of consumers before they've even begun to look at your competitors.

[Contact Sales now](#), and find out if the Advice section for your industry is currently available for sponsorship. And make it easy for consumers to find you at the very same time they find answers to their questions. What could be a better association than that?

## Make More Money: How Businesses Can Market Themselves

Please join nationally known speakers Vince Butler and Rachel Spasser on Monday, November 10th from 9:00 A.M. to 12:30 P.M. to learn how to get leverage for your business in the new market media.

[Click here to register now](#)

[More Information](#)

## Kudzu tip of the week

*Present a free seminar*

You are an expert in your field, so use down time to your advantage. Work with neighborhood associations

and other groups to host a free seminar on a valuable topic.

- Real Estate Agent - Show homeowners how to best stage their home for a quick sale
- Remodeler - Show people how to re-grout their shower
- Interior Designer - Show customers how to get big results on a small budget with their holiday decorating



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